What is claimed is:

1. A process for measuring cholesterol in low density lipoproteins present in a living sample by optically measuring a reaction product of the living sample

5   with a reagent, which comprises conducting the reaction of the living sample in the presence of an non-ionic surfactant and at least one member selected from the group consisting of cyclodextrin and derivatives thereof.

2. The process according to claim 1, wherein the cyclodextrin derivatives is at least one compound selected from the group consisting of dimethyl-alpha-

10   cyclodextrin and poly-beta-cyclodextrin.

3. The process according to claim 1, wherein the cyclodextrin derivatives is poly-beta-cyclodextrin.

4., The process according to claim 1, wherein the amphoteric surfactant is at least one compound selected from the group consisting of alkyl betaine

15   derivatives, imidazolinium betaine derivatives, sulfobetaine derivatives, aminocarboxylic acid derivatives, imidazonline derivatives, amine oxide and ethoxylated acetylene derivatives.

5. The process according to claim 1 wherein the amphoteric surfactant is at least one compound selected from the group consisting of an aminocarboxylic

20   acid derivative, lauric acid amidopropyl betaine, a 2-alkyl-N-carboxymethl-N-hydroxyethl imidazolinium betaine lauryl betaine, sodium N-laurol-N-methyl-beta-alanine and N-octyl-N, N-dimethyl-3-amminio-1 propanesulfonic acid.

6. A process for measuring cholesterol in low density lipoproteins in a living sample, which comprises: treating the living sample with a first reagent

25   comprising at least one member selected from the group consisting of

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cyclodextrin and derivatives thereof along with a suitable surfactant;

measuring reflectance resulting in color on a membrane reactive to

cholesterol; containing cholesterol oxidase, cholesterol esterase, and

peroxidase with electron acceptors which change colors; and providing the

5   cholesterol amount in the living sample on the basis of the reflectance data

measured above, wherein a coupler, a developer, peroxidase, a surfactant

and cholesterol esterase are contained in at least one or two layers.